

Anthony Chapman

Enterprise Account Executive / Strategic Growth / Business Development

Dallas, TX, United States | [LinkedIn](#)

Sales leader with 10+ years closing complex, multi-stakeholder deals across IT, healthcare, cybersecurity, and financial services. Proven quota attainment ranging from \$1M–\$20M ARR at Fortune 500 and PE-backed organizations.

EXPERIENCE

Head of Group Purchasing / Business Development

Dec 2025 — Jul 2026

Valstone

Launched a new B2B procurement platform from zero, building the GTM motion and pipeline that now drives \$1.5M in monthly GTV and ~30 new enterprise members per month. Sells IT hardware/software, indirect spend categories, and logistics solutions into manufacturing, agriculture, food processing, and construction enterprises. Directed analysis of 1,800+ target accounts representing \$92M in addressable spend and negotiated direct supplier agreements delivering up to 40% savings.

Founder

Sep 2025 — Present

Rockwall Partners

Dallas, TX

We build autonomous AI agents that run with low overhead to the business while producing meaningful, measurable results. Design and deploy end-to-end automation systems for owner-operated small businesses — leveraging Google environments, large frontier models (Anthropic, OpenAI, Qwen), and specialized routing software to direct tasks to the right model for the job. Deliver full implementation, documentation, and training so clients run a leaner, more autonomous operation without adding overhead.

Senior Account Executive - Private Equity

Aug 2023 — Dec 2025

CoreTrust

Nashville, TN

Carried a \$23M quarterly GTV quota and achieved 80%+ attainment selling enterprise sourcing contracts into PE portfolios. Closed and expanded relationships with top-tier PE firms including Hellman & Friedman, General Atlantic, Sun Capital, and Providence. Orchestrated complex deals across IT, procurement, HR, supply chain, and C-suite engagement, landing contracts with FedEx, CDW, Dell, and American Express.

Senior Account Executive / New Business Development

Jan 2022 — Sep 2023

Horizon3.ai

One of the first sales hires at a Series C cybersecurity startup evangelizing a net-new product into an incumbent-dominated market. Built out the TOLA territory from scratch, established partnerships with VARs and MSSPs, and achieved 89% attainment against a \$1M quota through cold outreach, LinkedIn, and industry presence at RSA, Black Hat, and DEF CON.

Account Executive

Jul 2020 — Jul 2021

Health IQ

Farmers Branch, TX, United States

Full cycle sales position in healthcare selling plans, services, and insurance packages to acute health divisions including ERs, hospitals, hospice, and doctors' offices. Achieved 93% attainment against a \$1M quota, prospecting 100+ accounts daily and building pipeline across a 2–6 week sales cycle.

Account Executive - Insurance

Nov 2019 — Jan 2022

Royal Neighbors of America

Dallas-Fort Worth Metroplex

Built and managed a self-sourced book of business selling retirement, life, and benefits products to small and medium-sized businesses. Managed the full sales cycle independently—prospecting, needs analysis, underwriting coordination, and policy placement. Educated business owners on retirement and benefits strategy and maintained high client retention through ongoing account servicing.

Commercial Account Executive

Jan 2019 — Jul 2020

Ashley Furniture Homestores

Dallas-Fort Worth Metroplex

Sold into SLED, hospitality, real estate, and enterprise accounts using consultative techniques, achieving two \$1M writing months against a \$30–60K monthly new-business quota. Developed relationships with property managers, designers, and procurement contacts to win recurring furnishing contracts for multi-unit and commercial properties. Managed the full sales cycle from lead generation through delivery coordination.

General Manager

Jan 2018 — Jan 2019

5 Star Nutrition LLC

3240 S Soncy Rd Amarillo Texas

Hired, coached, and led a 4-person sales team, growing market share in the Amarillo territory 37% year-over-year. Owned full P&L responsibility including inventory management, vendor ordering, and cost control. Built and implemented a sales training program focused on consultative selling and product knowledge.

B2B Sales Consultant

May 2015 — Jan 2018

Sears

Amarillo, Texas, United States

EDUCATION

Amarillo College

Business Administration and Management, General

Western Governors University

Information Technology

Western Governors University

Bachelor of Science in Business Administration and Management, General

CERTIFICATIONS

Leadership / Project Manager, Berkshire Hathaway Inc.

Aug 2023

CompTIA A+, CompTIA

May 2023

IT Information Library Foundations Certification (ITIL) - IT Service Management, AXELOS Global Best Practice

Life, Variable Life & Variable Annuities, XCEL Solutions - Preparing People to Pass

Inbound Sales, HubSpot

Prospecting Specialist, Outreach

Software Sales, HubSpot

SKILLS

Business Ownership · Pipeline Generation · Cloud Computing · Forecasting · Market Analysis · Consultative Selling · Customer Retention · Strategic Sourcing · Supply Chain Management · Indirect Spend · Procurement · Construction Management · Procurement Contracts · IT Procurement · E-procurement · Government Procurement · Management · Operations · Enterprise sales · Net-new business development · Hunter sales · Complex multi-stakeholder selling · C-suite engagement · Contract negotiation · Deal orchestration · B2B/B2C sales · Cybersecurity · Healthcare sales · Financial services · Account management · Team leadership